CANADIAN FILM INSTITUTE

BULLETIN

1 4 2 S P A R K S S T R E E T, O T T A W A

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SALESMANSHIP

Two films that emphasize the customer or consumer needs and problems and some steps that can be taken to meet these have recently been added to the Industrial Film collection.

APPROACH - a ten-minute, black and white film, stresses the importance of a well planned sales interview.

PREAPPROACH - a ten-minute, black and white film, emphasizes the necessity of acquiring the pertinent information about a prospective customer before the sales interview and tailoring the sales plan to fit the ideas and personality of the customer.

NATIONAL GALLERY FILMS

The following films have been added to the National Gallery collection since our May Bulletin.

BALLET BY DEGAS 10 min. sd. col. - J.H. Lenauer

DESIGNED FOR LIVING 11 min. sd. b&w - NFB 1955

FROM RENOIR TO PICASSO 32 min. sd. b&w - Paul Haesaerts, Belgium - 1950

HANS MEMLING 11 min. sd. b&w - Andre Gauvin - 1939

HENRY MOORE 17 min. sd. col. - Falcon Films, U.S. '48

HENRY MOORE 30 min. sd. b&w - BIS 1952

MYSTIC LAMB 9 min. sd. b&w - Andre Gauvin - 1937

Films in the National Gallery Collection are now available, free of charge, except for transportation, to responsible institutions and groups. Requests for these films should come from responsible officers of the institutions or organized groups. Descriptions may be obtained upon request to CFI.

HEALTH FILM CATALOGUE

A new catalogue of the films in the National Health Film Library collection has recently been released. This catalogue contains descriptions and recommendations for type of audience for some 500 films. All films listed are available from CFI. Copies of the catalogue may be obtained by writing the Information & Promotion Division, National Film Board, 3255 Cote de Liesse Road, Montreal.

INSECTS ASTRAY!

A twenty-six-minute, black and white film on insects that attack clothing and one process of making fabrics insect proof, prize winner at the Swiss Film Festival, is now available from.....

Film Library, Extension Department,
St. Francis Xavier University, Antigonish, N.S.

Canadian Film Institute, 142 Sparks Street, Ottawa.

Audio-Visual Division, Dept. University Extension & Adult Education, University of Manitoba, Winnipeg.

Film Library, Extension Department, University of Saskatchewan, Saskatoon.

Division of Visual Instruction, Dept. of Extension, University of Alberta, Edmonton.

Audio-Visual Services, Dept. of University Extension, University of British Columbia, Vancouver.

MINING FOR NICKEL

MINING FOR NICKEL sponsored by INCO., is now available anywhere in Canada free of charge, except for transportation. Sources the same as INSECTS ASTRAY (this Bulletin) or write CFI at 142 Sparks Street, Ottawa.

EDINBURGH FILM FESTIVAL

Among feature films chosen for showing at the Tenth International Edinburgh Film Festival, to be held August 19th to September 9th, of special interest will be the Canadian film version of the Tyrone Guthrie production of OEPIDUS REX, made at Stratford. Music for the film is by Cedric Thorpe Davie.

A fourteen minute, colour, film, - FESTIVAL IN EDINBURGH - will be available from the Institute within the next few weeks. The film gives an impression of the Edinburgh Festival, with excerpts from concerts, plays, opera, ballet and the Tattoo. Among those appearing in the film are Margot Fonteyn, Michael Somes, Ann Todd, Paul Rogers and the National Youth Orchestra. The commentary is by Alastair Sim.

CANADIAN NEWSREEL

CANADIAN NEWSREEL, a bulletin published by the Canadian Federation of Film Societies, a division of the CFI, is now in its fourth year of publication. CANADIAN NEWSREEL reports on the film news of Canada and abroad; includes articles on film making and film appreciation; reviews, current motion pictures and books. Subscription rate - $1.00 for 6 issues. Sample Copies available on request.

CANADIAN FILM AWARDS

The 8th Annual CANADIAN FILM AWARDS were presented by Maurice Evans in the Avon Theatre, as part of the Stratford Festival, on Monday, August 6th.

AWARD WINNERS

CLASS 1: Theatrical - Feature Length - 35 mm (Any film produced principally for theatrical distribution which is over 3000' in length) -- NONE.

CLASS 2: Theatrical - Short - 35 mm (Any film produced principally for theatrical distribution which is 3000' or less in length)

First Award: GOLD - Produced by National Film Board.
For its exciting treatment of a difficult subject.

Honorable Mention: THE SHEPHERD - Produced by N.F.B.
For its simplicity and effective use of photography and music.

Special Mention: THE JOLIFOU INN - Produced by N.F.B.
For its imaginative direction.

CLASS 3: Non-theatrical - 16 mm (any film produced principally for non-theatrical distribution sponsored by a Government Agency)

First Award: FIRST AID FOR AIRCREW - Produced by N.F.B.
For its realistic treatment combining high instruction content with genuine interest.

Honorable Mention: HUFF AND PUFF - Produced by N.F.B.
For its handling of a highly specialized subject in a refreshing and amusing style.

Special Mention: IDENTITY: Produced by the Nova Scotia Film Bureau.
For the first colour 16 mm cinemascope entry - a most ambitious attempt in a new field.

Special Mention: HARVEST IN THE VALLEY - Produced by N.F.B.
For a sensitive treatment of a subject which is rather static by nature.

CLASS 4: Non-theatrical - 16 mm (any film produced principally for non-theatrical distribution sponsored by an industry or a non Government Agency)

First Award: NONE.

Honorable Mention: MIRACLE OF THE BEES - Produced by Carey Studio for Carlings Breweries.
For graphically portraying in colour a most difficult subject - the life cycle of the bee.

Honorable Mention: SIBLING RELATIONS & PERSONALITY - Produced by Crawley Films Limited.
For its intelligent treatment of Sibling relations.

Special Mention: THE REVOLUTION IS NOW - Produced by Crawley Films Limited for Weekend Magazine.
For its imaginative animation, music and sharp, clear colour photography.

Special Mention: JAMBOREE - Produced by Chetwynd Films Limited for Eaton's of Canada.
For capturing the enthusiasm of the Boy Scout Jamboree.

CLASS 5: Non-theatrical - 16 mm (any film produced principally for non-theatrical distribution, open)

First Award: COLOUR OF LIFE - Produced by N.F.B.
For its sensitive treatment in giving additional dimension to scientific fact.

Honorable Mention: LES ABOITEAUX - Produced by N.F.B.
For its liveliness of conception and execution.

Special Mention: FACE OF SASKATCHEWAN - Produced by Crawley Films Ltd. for the Saskatchewan Golden Jubilee.
For its exciting photography and excellent script.

CLASS 6: Amateur (Any film produced by an individual - or group - whose main source of livelihood is not motion picture production and for which the producer has not received compensation).

First Award: CALGARY STAMPEDE - Produced by J.W. Ruddell, Toronto.
For capturing the colour and excitement of the Canadian Calgary Stampede.

Honorable Mention: FOX HUNTING IN CANADA - Produced by W. Lynch, Toronto.
For its excellent treatment and colour photography of a fox hunt.

Honorable Mention: MEXICO - LAND OF CONTRAST - Produced by Norman Cowan, Toronto.
For its compelling and sensitive treatment of the people of Mexico.

Special Mention: EXPERIMENT IN ANIMATION - Produced by Donna Mortinez, Toronto.

CLASS 7: Television - filmed programs (not kinescope) Open 16 mm (Any film produced principally for television)

First Award: SASKATCHEWAN TRAVELLER - Produced by N.F.B.
For its realistic treatment and penetrating delineation of character.

Honorable Mention: MONKEY ON THE BACK - Produced by N.F.B.
For a well presented dramatic exposition of a social problem.

Honorable Mention: L'ALPINISME - Produced by N.F.B.
For its skillful editing and outstanding photography in presenting an amusing exposition of mountain climbing.